

On page 7, line 7, please delete "of the business model."

On page 7 line 21, please delete "the business model" and insert --this implementation--.

On page 11 line 17, please delete "the business model of."

On page 11, line 19, please delete "business model of the".

On page 11 line 20, please delete "business model" and insert --implementation--.

On page 11 line 21, after "to" please insert --a--.

On page 12 line 4, please delete "web-enables" and insert "web-enabled."

On page 13 lines 4-5, after "Thus," please delete "the business model of".

On page 13 line 6, please delete "bring" and insert --bringing--.

On page 13 line 11, please delete "the business model" and insert "its operation."

**IN THE CLAIMS:**

Please amend Claim 8 as follows:

8. The method of Claim 7, wherein [communicate] communicating the proximity to an interested third party further comprises the step of providing the score to the target entity.

**REMARKS**

The specification and claims have been amended to clarify the invention and to correct various clerical errors. No new matter has been added by the changes to the specification and the claims.